

OF THE STATE OF CALIFORNIA

Order Instituting Rulemaking to Consider the Adoption of a General Order and Procedures to Implement the Digital Infrastructure and Video Competition Act of 2006.

R.06-10-005

OPENING COMMENTS

OF SUREWEST TELEVIDEO (U 6324 C)

ON PHASE II ISSUES

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I. INTRODUCTION.

Pursuant to the Assigned Commissioner's Ruling dated May 7, 2007 ("ACR"), SureWest TeleVideo ("STV") submits these opening comments on Phase II issues identified in the ACR that pertain to open issues relative to the implementation of the Digital Infrastructure and Video Competition Act of 2006 ("DIVCA").

Of the topics identified in the ACR, STV is primarily interested in the build-out requirements for entities with less than 1,000,000 telephone customers. In whatever action the Commission takes on this topic, it should remember that the legislature's intent was to apply less onerous build-out requirements to smaller providers than had been mandated in statute for larger providers. These companies lack the financial resources and abilities that the large companies have and, therefore, were allowed some flexibility in the legislation to build-out facilities in their areas. In addition, STV supports establishment of a safe harbor for build-out by smaller providers, while at the same time providing smaller providers the flexibility to demonstrate that their build-out is consistent with DIVCA.

With respect to other topics raised in the ACR, STV opposes the creation of any additional reporting requirements in reliance on DIVCA. At this time, STV has not identified any other of the Commission's rules of practice and procedure that require amendment to conform to new procedures under DIVCA. Finally, STV approves of the ACR's tentative conclusion to refrain from adopting renewal provisions at this time.

II. BUILD-OUT REQUIREMENTS APPLIED TO SMALLER PROVIDERS SHOULD RECOGNIZE THE DISTINCT TREATMENT AFFORDED TO THEM BY THE LEGISLATURE.

In adopting a new framework for the administration of video franchises, the Legislature was clearly concerned with the possibility that video providers might discriminate against potential subscribers based on their income. Although the original version of AB 2897 did not include build-out requirements, negotiations between stakeholders and legislators that led to the ultimate adoption of AB 2897 included extensive discussions regarding reasonable build-out requirements to impose on state-issued video franchise holders.

¹ See Cal. Public Util. Code § 5890(a).

During those negotiations, the large companies, AT&T and Verizon, agreed to abide by concrete build-out requirements. In particular, Section 5890(e) establishes mandatory build-out requirements for "holders or their affiliates with more than 1,000,000 telephone customers in California." Those build-out requirements vary depending upon whether the provider is predominantly deploying fiber optic facilities to the customer's premises. For systems that are predominantly fiber-based, the large provider must provide access to at least 25% of households within two years after it begins providing service and to at least 40% of households within five years. For non-fiber-based systems, the large provider must provide access to at least 35% of households within three years after it begins providing service and to at least 50% of households within five years. There are additional build-out requirements specific to low-income households that apply to large companies as well.

STV participated in the stakeholder negotiations that led to the adoption of AB 2987, and Section 5890 in particular. STV made it clear in those negotiations that smaller providers should not be subject to the same, inflexible build-out requirements applied to the larger providers. The Legislature incorporated STV's concerns into the final version of AB 2897. Instead of applying concrete build-out standards to smaller providers, AB 2987 adopted a more relaxed approach. Specifically, smaller providers are only required to build-out facilities within a reasonable time and are not required to build-out at all in geographic areas where "the cost to provide video service is substantially above the average cost of providing video service in that telephone service area." Against this backdrop, the ACR seeks further input on two compliance mechanisms relative to the build-out requirements for smaller providers: (1) safe harbors; and (2) case-by-case determinations.

² Cal. Public Util. Code § 5890(e)(1).

³ Cal. Public Util. Code § 5890(e)(2).

⁴ Cal. Public Util. Code § 5890(b).

^{.5} Cal. Public Util. Code § 5890(c).

⁶ See ACR, pp. 2-3.

A. Small Provider Build-Out Safe Harbors.

STV contends that the Commission should adopt safe harbor benchmarks for build-out which, if met, would conclusively demonstrate compliance with Section 5890(c). Consistent with legislative intent that the build-out requirements in Section 5890(e) are too ambitious for smaller providers, STV proposes safe harbor benchmarks that would incorporate the same coverage requirements found in Section 5890(e), but would provide smaller providers additional time to meet those coverage requirements. Specifically, the Commission should establish small provider safe harbors as follows:

Predominantly Fiber-Based Systems

Four Years

25% of Households

Ten Years

40% of Households

Non-Fiber-Based Systems

Six Years

35% of Households

Ten Years

50% of Households

STV's proposed timelines double the number of years that a small provider has to meet the same threshold levels in the legislation. Adopting safe harbors along these lines will recognize the differences smaller providers face relative to build-out constraints as compared to larger providers, in particular access to capital, while at the same time are consistent with the Legislature's build-out requirements in the service areas of the large providers.

B. Case-by-Case Build-Out Analysis.

Although STV believes its proposed small provider safe harbors are reasonably attainable, what constitutes a "reasonable time" for build-out will differ from provider to provider. Because Section 5890(c) reserves to the Commission the authority to determine what constitutes a "reasonable time" for smaller provider build-out, STV contends the Commission should retain flexibility in determining what constitutes a reasonable time for each individual smaller provider. Consistent with this approach, the Commission should permit each individual smaller provider to make its own showing as to why its build-out is proceeding within a

reasonable time. It would be appropriate to place the burden of proof on the smaller provider to demonstrate compliance with the reasonable time requirement.

STV does not agree with the ACR's assumption that a reasonable build-out period must be identified at the application stage. Nothing in Section 5840(e) suggests that a detailed showing regarding build-out must be included in the video franchise application. The reporting requirements in General Order 169, Section VII.C.1.(3) permit the Commission to monitor build-out progress for each individual video franchisee. If the Commission believes that a particular smaller provider is not progressing sufficiently toward a reasonable time build-out, the Commission can open an investigation into the issue, placing the burden of proof on that provider as to whether build-out is occurring within a reasonable time. Local jurisdictions could also submit complaints to the Commission if they believe a smaller provider has not satisfied the reasonable time build-out requirement. In either case, the determination of what constitutes a reasonable time will rest with the Commission, consistent with the provisions of Section 5890(c).

One example of why the Commission should retain a flexible approach to the reasonable time build-out standard is the presence of exclusive agreements obtained by incumbent video providers. Statistics show that 33% of housing in California is in the form of multiple dwelling units ("MDUs"). Where STV has facilities and operates today, approximately 50% of MDUs are locked up by other video providers through exclusive service agreements. STV believes that such exclusivity deals are bad for a newly competitive market by preventing the customer from choosing his/her cable provider of choice and that the Commission should take action to eliminate, or at a minimum marginalize, the use of exclusive agreements to provide video service. Until that happens, though, the Commission should recognize that deployment decisions by smaller companies will be guided by this and other economic issues (e.g., cost to provide video service to an area that is above the average cost of providing video service to other areas), and as a result, a company should not be required to build-out in certain areas.

⁷ See ACR, p. 4.

⁸ Section 5840(e)(8) requires an expected date for deployment of service within a particular area, but it does not specify a complete build-out schedule.

⁹ Cal. Public Util. Code § 2890(g).

¹⁰ See Cal. Public Util. Code §§ 2890(c), 2890(f)(3)(ii).

III. NO ADDITIONAL REPORTING REQUIREMENTS ARE NECESSARY.

The ACR pursues the question whether the Commission needs additional, more detailed broadband and video information for enforcement of specific DIVCA provisions. As STV has contended throughout this proceeding, the Commission should adhere closely to DIVCA, and any reporting requirements contemplated under DIVCA have already been implemented in Phase I.

Tracking language from D.07-03-014, the ACR implies that legislative intent to (i) promote widespread access to technologically advanced cable and video services, and (ii) complement efforts to increase investment in broadband infrastructure and close the digital divide could constitute sufficient statutory authority to impose additional reporting requirements on video franchise holders. If anything, this legislative intent is an argument against additional reporting requirements. AB 2987 is a pro-competition bill. AB 2987 evidences the Legislature's determination that opening up competition in the video marketplace constitutes the best chance to promote widespread access to advanced technology or to increase investment in broadband infrastructure. Imposing additional reporting requirements on participants in a competitive marketplace adds costs that reduces resources that should more appropriately be directed at the investment intended by the Legislature.

The ACR also quotes out of context language in Section 5890(f)(4) requiring a "substantial and continuous effort" to meeting build-out requirements as a possible basis for creating additional reporting requirements. Section 5890(f)(4) sets forth the standard for obtaining extension of the various statutory build-out requirements in DIVCA. The standard only applies in the context where a provider seeks an extension. It would be an abuse of discretion, therefore, to rely on this standard to create a reporting requirement that applies regardless of whether a provider seeks such an extension

The ACR is also wrong to interpret a broad enforcement role for the Commission under DIVCA.¹³ Section 5820(c) establishes legislative intent that the Commission only has authority

¹¹ See ACR, p. 4.

¹² See ACR, pp. 4-5.

¹³ The ACR, citing D.07-03-014, asks whether additional reports are necessary for "enforcement of specific DIVCA provisions."

to regulate video franchisees to the extent **explicitly** set forth in DIVCA. Looking to broad statements of legislative intent as a basis for authority to invoke reporting requirements beyond those explicitly created in DIVCA would violate Section 5820(c).

IV. REVISIONS TO RULES OF PRACTICE AND PROCEDURE.

At this time, STV has not identified any other Rules of Practice and Procedure that must be amended to conform to the statutory provisions of DIVCA.

V. POSTPONING ADOPTION OF FRANCHISE RENEWAL RULES.

STV does not oppose the ACR's proposal to postpone adoption of rules addressing renewal of state-issued video franchises. STV recommends, however, that such rules should be in place at least a year prior to the expiration of the initial grants of franchises. Video providers should have sufficient time to evaluate renewal requirements and the opportunity to ensure compliance with whatever renewal rules are adopted.

VI. CONCLUSION.

Based on the foregoing, the Commission should adopt safe harbor build-out benchmarks for smaller providers as described above while at the same time preserving for smaller providers the option of contending that their build-out is occurring within a reasonable time without reference to the safe harbor benchmarks. The Commission should not adopt additional reporting requirements beyond those explicitly identified in DIVCA. STV is not aware of any further modification of the Commission's Rules of Practice Procedure necessary to conform the Rules to the statutory requirements of DIVCA. Finally, the Commission may delay adoption of renewal rules, but such rules should be in place sufficiently in advance of the first expiration date to provide the provider a reasonable opportunity to meet whatever renewal standards the Commission adopts.

Dated this 31st day of May, 2007, at San Francisco, California.

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CERTIFICATE OF SERVICE

I, Noel Gieleghem, declare:

I am a resident of the State of California, over the age of eighteen years, and not a party to the within action. My business address is COOPER, WHITE & COOPER LLP, 201 California Street, 17th Floor, San Francisco, CA 94111.

On May 31, 2007, I served the following OPENING COMMENTS OF SUREWEST TELEVIDEO (U 6324 C) ON PHASE II ISSUES by placing a true and correct copy thereof with the firm's mailing room personnel, for mailing in accordance with the firm's ordinary practices, addressed to the parties on the CPUC service list for Proceeding No. R. 06-10-005.

Copies were also hand delivered to Assigned ALJs Kotz and Sullivan and Assigned Commissioner Chong.

Copies were also served via e-mail on those parties on the service list who provided an e-mail address.

I declare under penalty of perjury that the foregoing is true and correct.

Executed on May 31, 2007, at San Francisco, California.

Noel Gieleghem

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